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Abstract
This study intends to analyze the possible factors that may affect the price of Ready-Mixed Concrete and the market shares of the Ready-Mixed Concrete (RMC) on compete closely RMC industry.
The study explores the firms' effect of different location, merger and acquisition, strategic cooperation and culture difference on Market Share and Price. In which kind of tactics should implement in different locations and how to adjust the cultural difference between firms to make the cooperative effect best.
Results indicate the price in Southern areas of Taiwan has significant difference to Northern areas of Taiwan. Results also indicate that firms in Northern areas of Taiwan should execute merger and acquisition which has higher price than executing strategic cooperation. Oppositely, the firms in southern areas of Taiwan should execute strategic cooperation which has higher price than executing merger and acquisition. Good relationship of cooperation with difference firms will improve the cooperative satisfaction which makes the cooperative effect relatively better.
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